

**MARKETING EDUCATION
GENERAL MARKETING**

**RELATED ACADEMIC SKILLS:
WHAT THE VOCATIONAL INSTRUCTION SHOULD REINFORCE:**

ACADEMIC AREA

INSTRUCTIONAL LINKS

OCCUPATIONAL COMPETENCIES:

1. Determine customer needs, wants and overcome objections.	Language Arts	Evaluates/information oral-written/relevant/irrelevant
	Free Enterprise	Describes/explains/needs/wants
2. Determine the availability and location of merchandise.	Math	Solves problems/generate conclusions/deductive reasoning
3. Demonstrate computer literacy.	Language Arts	Collects/organizes/information-written/classifications
	Science	Uses/computers
4. Present product features and benefits.	Language Arts	Composes/visual aides/advertising
	Language Arts	Identifies/information/main idea
	Language Arts	Presents/formal speech/persuasive
5. Demonstrate suggestive selling techniques.	Language Arts	Presents/formal speech/persuasive
6. Greet customer courteously with a smile.		
7. Close sale.	Language Arts	Presents/informal speech/persuasive
8. Process sales transactions.	Math	Use calculator/addition-subtraction-multiplication-division
9. Package customer's purchase appropriately.	Language Arts	Comprehends/information oral-written/rationale

10. Process customer complaint professionally.	Language Arts	Comprehends/information oral-written
	Language Arts	Adapts/diction/audience-purpose-situation
11. Explain the economic effects of internal and external theft.	Free Enterprise	Identifies/cost factors/capital resources
	Free Enterprise	Describes/explains/economic concepts
12. Process returned and exchanged merchandise.	Math	Uses calculator/addition-subtraction-multiplication
	Language Arts	Adapts/diction/audience-purpose-situation
13. Identify inventory control procedures.	Language Arts	Identifies/information-written
14. Utilize marketing and advertising tools and techniques.	Free Enterprise	Describes/explains/merchandising
	Language Arts	Applies/uses/definitions
	Free Enterprise	Describes/economic concepts/marketing, advertising
15. Demonstrate the use of business machines and telecommunications.	Language Arts	Comprehends/information-written/purpose
	Science	Uses/computers
16. Process oral and written communications.	Language Arts	Comprehends/information oral-written/purpose
17. File materials in an organized manner.	Language Arts	Collects/organizes/information oral-written/classifications
18. Use money processing procedures.	Math	Computes/addition-subtraction/decimals
19. Explain the relationship of government and business.	Free Enterprise	Describes/explains/government impact/costs
	Language Arts	Composes/edits/reports/essays
20. Analyze the concept of competition.	Free Enterprise	Describes/explains/economic concepts

21. Analyze the concept of supply and demand.	Free Enterprise	Describes/explains/economic concepts/supply/demand
22. Explain the concept of organized labor and business.	Free Enterprise	Describes/explains/labor relations
	Language Arts	Composes/edits/reports/essays/information supplying
23. Explain the concept of business cycles.	Free Enterprise	Describes/explains/business cycles
	Language Arts	Composes/edits/reports/essays/information supplying
24. Explain the nature of international trade	Free Enterprise	Describes/explains/economic concepts/international trade
	Language Arts	Composes/edits/reports/essays/information supplying
25. Analyze the concept of profit.	Free Enterprise	Describes/explains/economic concepts
	Math	Computes/addition-subtraction/decimals
26. Demonstrate research as it relates to marketing.	Language Arts	Collects/organizes/information oral-written
	Free Enterprise	Describes/economic concepts/marketing
	Math	Calculates/evaluates/statistics
27. Use multicultural and gender equity practices.	Language Arts	Applies/uses/definitions
	Language Arts	Comprehends/information oral-written/rationale

LEADERSHIP COMPETENCIES:

1. Follow directions.	Language Arts	Comprehends/information oral-written
	Language Arts	Attends/directions/tasks

2. Speak effectively in front of others.	Language Arts	Presents/informal/formal speech
	Language Arts	Attends/verbal/nonverbal cues
3. Lead a discussion.	Language Arts	Presents/informal speech/discussion
4. Organize an event.	Language Arts	Collects/organizes/information oral-written
5. Delegate and follow-up duties.	Language Arts	Presents/informal speech/information supplying
6. Utilize time effectively.		
7. Prioritize series of tasks.	Language Arts	Composes/edits/draft oral-written/sequence
8. Define goals.	Language Arts	Composes/edits/drafts oral-written/sequence
9. Work effectively with others.		
10. Listen effectively.	Language Arts	Adapts/strategy/listening
	Language Arts	Attends/verbal/non-verbal cues
11. Facilitate group interaction.	Language Arts	Attends/verbal/non-verbal cues
12. Resolve conflict.	Language Arts	Adapts/diction/audience-purpose-situation
13. Adapt to environment/situation.	Language Arts	Adapts/strategy/speaking
	Language Arts	Attends/verbal/non-verbal cues
14. Exhibit a positive attitude.		

JOB GETTING, JOB KEEPING COMPETENCIES:

1. Identify requirements for a job.	Language Arts	Identifies/information oral-written/main idea
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	Free Enterprise	Identifies/job opportunities
2. Complete required forms.	Language Arts	Composes/edits/forms/documents
3. Write application letter.	Language Arts	Composes/letters/business
4. Evaluate job offer.	Language Arts	Evaluates/information-written/appropriateness
5. Interact with others in a courteous and tactful manner.	Language Arts	Adapts/diction/audience-purpose-situation
	Language Arts	Attends/verbal/non-verbal cues
6. Accept individual differences.		
7. Respect the property of others.		
8. Organize thoughts and clearly expresses point of view.	Language Arts	Adapts/strategy/speaking
9. Organize thoughts and writes clearly.	Language Arts	Adapts/strategy/writing
10. Exhibit dependability.		
11. Practice punctuality.		
12. Ask for help when needed.		
13. Accept new challenges.		
14. Accept supervision willingly.		
15. Adapt to change/demonstrates flexibility.		
16. Manage time effectively.		

17. Follow rules and regulations.	Language Arts	Comprehends/information-written/rationale
18. Produce quality work.	Language Arts	Comprehends/information-written/rationale
	Language Arts	Attends/directions/tasks
19. Work within guidelines.	Language Arts	Comprehends/information-written
	Language Arts	Attends/directions/tasks
20. Take responsibility for mistakes and/or good work.		
21. Comply with safety and health rules	Language Arts	Comprehends/information oral-written
22. Utilize equipment correctly.	Language Arts	Comprehends/information oral-written
	Language Arts	Attends/directions/tasks
23. Maintain clean and orderly work area.		
24. Demonstrate personal hygiene and cleanliness.		
25. Exhibit initiative.		
26. Demonstrate motivation.		

ENTREPRENEURSHIP COMPETENCIES:

1. Analyze business structure.	Language Arts	Evaluates/information-written/appropriateness
2. Identify skills required of a written/main idea	Language Arts	Identifies/information
	Free Enterprise	Defines/economic terms/proprietor

3. Recognize relevant, ethical issues in business.	Language Arts	Evaluates/information-written/appropriateness
4. Analyze the contents of a business plan	Language Arts	Evaluates/information-written/appropriateness
	Free Enterprise	Identifies/cost factors
5. Recognize the importance of technical assistance.	Language Arts	Comprehends/information oral/written
6. Explain types of business ownership.	Language Arts	Comprehends/information-written/main idea
	Free Enterprise	Defines/economic terms/proprietor
	Free Enterprise	Describes/explains/economic concepts